



## TERMS OF REFERENCE

<b>Job title:</b>	National Consultant on Media and Communication
<b>Duty Station:</b>	Republic of Moldova, Chisinau
<b>Reference to the project:</b>	EU4Climate
<b>Contract type:</b>	Individual Contract (IC)
<b>Contract duration:</b>	September 2019 – December 2022 (up to 400 total working days: up to 120 working days per year and up to 10 working days per month)
<b>Starting date:</b>	September 2019

### 1. BACKGROUND

The goal of EU4Climate Project is to contribute to climate change mitigation & adaptation and the development towards a low-emissions and climate-resilient economy in line with the Paris Agreement in Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova and Ukraine.

To realize this project goal, the following results should be achieved:

- Result 1:** Finalized or up-dated nationally determined contributions communicated to the UNFCCC;
- Result 2:** Improved inter-institutional awareness and coordination at political and technical level of the Paris Agreement and the corresponding national commitments;
- Result 3:** Established or strengthened MRV systems, with countries getting on track with Paris Agreement transparency requirements;
- Result 4:** Advanced alignment with EU climate acquis as provided by bilateral agreements with EU and in the context of Energy Community Treaty on climate matters that are not covered by the EU4Energy programme;
- Result 5:** Establishment of concrete sectoral guidelines for the implementation of the Paris Agreement in each of the Eastern Partners;
- Result 6:** Increased mobilization of climate finance;
- Result 7:** Enhanced adaptation planning.

The primary objective of the Communication Strategy for the regional level is to communicate the positive results and achievements of the EU4Climate Project, focusing on outcome and the impact of results, in the conditions when the specific communications objectives would be as follows:

- Raise awareness and increase visibility of the Paris Climate Agreement, the Climate Action and Sustainable Development Goals (SDGs) and the contribution of the project towards the climate action and SDGs;
- Raise awareness on how climate change affects people lives;
- Raise awareness of the Partner Countries' climate and sectoral policy reform more generally;
- Facilitate and ensure strategic, coherent, coordinated, and unified approach to the communication between the Implementing Partners;
- Increase interaction with other international organizations, financial institutions and donors active in the Partner Countries;
- Promote the strategic approach of the EU in the region creating links with the Eastern Partnership architecture (in particular the Panel on Environment and Climate Change) and other relevant initiatives, when appropriate;
- Build connections, as relevant, with other EU-led and funded Initiatives in the region, such as EU4Business, EU4Environment, EUWI+, Shared Environmental Information System II East, EU4Energy, SIGMA;
- Increase visibility of the links of the project to other EU-UNDP projects and initiatives, and also other NGOs that are funded by EU grants who are undertaking projects linked to access to justice and human rights;

- Facilitate development, adoption and implementation of reforms and relevant laws;
- Raise awareness about the objectives and impact of the Project among the beneficiary Government, private sector and general public;
- Increase visibility of the progress and achievements made by the governments of the Eastern Partnership countries, particularly the key beneficiary institutions responsible for the development and implementation of the climate policy in the beneficiary countries: UNFCCC Focal Points, national environmental ministries, national ministries of economy and finance, sectoral/line ministries, legislators; Contribute to the effectiveness of the national climate action and to the mobilization of climate investments in the beneficiary countries through raising awareness of donor agencies, climate funds and investors;
- Inform local stakeholders as well as regional and international donor community of the progress and impact of the Project and encourage the scaling-up of the approach,
- Increase visibility of NGOs' participating in the Project, stimulate discussion on Climate Action;
- Increase visibility of the EU-UNDP partnership as well as of the European Union as the donor and UNDP as the implementing partner of the Project and this message will be included in press releases and other communications work.

## **2. OBJECTIVE AND EXPECTED OUTPUTS**

The national communications consultant shall be responsible to lead and monitor the implementation of the project's Communication Strategy for 2019-2022.

The consultant is expected to:

- Undertake a comprehensive review of the Project's strategic documents and action plan and elaborate a detailed visibility and communication strategy and annual work plan, in collaboration with the UNDP Project team and in liaison with UNDP Istanbul Regional Hub and Brussels Representation Office;
- Ensure compliance with all corporate rules and regulations of UNDP, EU Delegation/European Commission DG NEAR and the Government, in the field of communication and visibility promotion and reporting;
- Develop press releases, news, blog posts, success stories, photo essays, social media posts, and other communication materials about the project's most important achievements to be disseminated through the national media, as well as local and/or regional websites;
- Design and implement raising-awareness campaigns to communicate how climate change affect people's lives and about the actions of Moldova to implement Paris Agreement;
- Design and produce layouts for project materials (e.g. reports, posters, infographics, illustrations, social media assets, images, dynamic presentations, etc.) using a variety of software including Canva, InDesign, Photoshop, Illustrator, Word and PowerPoint for internal and external audiences, and for presentation, print and online use;
- Prepare materials for printing in line with UNDP, EU Delegation/European Commission DG NEAR and the Government's editorial and visual guidelines, advising on print solutions, coordinating with printers and ensuring delivery of high-quality end products;
- Identify and maintain close cooperation and communication with print, electronic and online media outlets;
- Prepare periodical reports on communication/media activities and contribute to the UNDP Project's reporting in part of communication and visibility issues;
- Maintain the project's event calendar of events and insert regularly updates into the UNDP event calendar;
- Respond to requests for inputs from UNDP, European Commission and the beneficiary institution with respect to communication and visibility aspects of the project;
- Develop monthly progress reports on the performed activities;
- Undertake any other communication related tasks required on an ad hoc basis for the successful implementation of the assignment.

## **3. KEY DELIVERABLES AND TIMEFRAME**

Key deliverables	Tentative Timetable/Deadline
Detailed visibility and communication strategy and annual work plan developed, agreed with UNDP Communications Analyst and approved by the Project team.	By 15 September 2019
Yearly adjustment of the detailed communication work plan provided.	By 30 January 2020, 2021 and 2022, respectively
Contribution to the project's public events provided: issuance of press releases, briefings, scripts, event scenarios, promotion on social media networks, taking and editing photos.	Monthly
Communication and media products delivered (including but not limited to: booklets, brochures, newsletters, blog posts, success stories, photo reportages).	Quarterly
Support for preparation of project related analytical briefs, talking points, success stories, blog posts and public appearance of UNDP or beneficiary representatives.	Monthly
UNDP social media networks fed with information on project's results: posts, illustration, infographics, photo albums.	Monthly
Monthly reports on communication-related results, including insights and recommendations for the Project team related to improvement of visibility and promotional activities.	Monthly

#### 4. INSTITUTIONAL ARRANGEMENTS

The consultant will work under the overall guidance and direct supervision of the Project's National Coordinator and in close collaboration with the UNDP Communications Analyst – for substantive aspects of the assignment. Before submission of the deliverables, the consultant will discuss the draft documents with the Project team and the UNDP Communications Analyst so that final products reflect their comments.

This is a part-time consultancy. The timeframe for the work of consultant is planned for September 2019 – December 2022.

#### 5. FINANCIAL ARRANGEMENTS

Payments will be disbursed in monthly instalments, upon submission and approval of deliverables, and certification by the supervising Project's National Coordinator, that the services have been satisfactorily performed.

#### 6. SKILLS AND EXPERIENCE REQUIRED

##### I. Education:

- University degree in public relations, communication, journalism, social science or related areas. Additional training and certification in communication/new media is an asset.

##### II. Experience:

- At least 5 years of experience in media and online communications, active use of social media, publication and report writing, including research or data collection (proven by a portfolio of promotional and visibility materials/content prepared by the Consultant – please submit links in the Motivation section);
- At least 3 years of work experience in developing and implementing media/communications, visibility and awareness raising campaigns, drafting communication and awareness raising materials, writing articles, press releases, interviews and other communication products;
- Proven understanding of mass media in the Republic of Moldova (please, include a database of media editorship (at least 10, for ex: 7 national and 3 local, without personal contacts);
- Experience in similar positions in an UNDP and/or EU-funded project or other international organization would be an asset;
- Experience in communication with different categories of people, including public officials, mass media and NGO representatives is an asset.

### III. Competencies:

- Good knowledge and understanding of the climate change phenomena, including mitigation and adaptation aspects and the need to develop towards a low-emissions and climate-resilient economy in line with the Paris Agreement of the UNFCCC;
- Proven understanding of online media and new communication trends is a strong asset;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues;
- Knowledge of the government institutions, NGOs and donors working in the area and mass-media outlets;
- Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents;
- Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback;
- Computer literacy with professional experience in the use of Twitter, Facebook, InDesign, Photoshop, Illustrator, Microsoft Word and PowerPoint; and
- Proven commitment to the core values of the United Nations respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.
- Fluency in Romanian, Russian and English languages.

The UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

## **7. PERFORMANCE EVALUATION**

Contractor's performance will be evaluated against timeliness, responsibility, initiative, creativity, communication, accuracy, and overall quality of the delivered products.

## **8. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

### 1. Proposal:

- Explaining why they are the most suitable for the work including past experience in similar assignments;
- Providing a brief information on each of the above qualifications, item by item and a brief methodology on how they will approach and conduct the work (if applicable);

2. Financial proposal (in USD), specifying a fee per day and total requested amount including all related costs, e.g. fees, per diems, travel costs, phone calls etc.;

3. Duly filled in and signed Personal History Form (P11) and at least three names for a reference check.